



CALPEEK

CALIFORNIA POLITICAL WEEK

P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310) 659-0205
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VOL. XVIII
No. 32

AUG. 26, 1996

CAMPAIGN '96: NO ON 211 BASHING AWAY WITH TV AND RADIO ADS. CLINTON & CDP SPLIT OVER 211.

Editor's note: Major media markets throughout Calif. are now running tv & radio spots against Prop. 211, the securities fraud initiative backed mainly by San Diego attorney Bill Lerach. Here's our update & analysis on #211...

...The ads against 211 have been produced by Godard-Claussen/1st Tuesday. We're now seeing two new :30 sec. spots -- one called "Misleading," featuring a mature, but very attractive female looking straight into the camera --- and another called "Clinton/Dole," which says that while the two presidential candidates don't agree about much, on #211 they're united. The "Clinton/Dole" spot also has been converted into a :60 sec. radio spot, running mainly on talk and all-news radio. Very effective spots, which are bound to have a strong impact on voters...

...Sources for NO on Prop. 211 (*Taxpayers Against Frivolous Lawsuits*) are close to the \$6 million mark in fundraising and sources believe there will be "no dark periods on tv from now until election eve."...

...But perhaps the most interesting development in recent weeks is split between President Bill Clinton and the CA Demo Party on 211. Although few voters will take note of this development, it's a different story with political insiders. Back in July at their Executive Board meeting, the CDP voted to endorse YES on 211, even though a number of high ranking Demos urged the CDP to stay neutral. Now the CDP has *egg on its face* because of Clinton's decision to go NO on 211...

...In addition to Clinton, U.S. Sen. Dianne Feinstein has now joined some of her House colleagues from the Bay area/Silicon Valley (Pelosi, Eshoo, Lofgren) in opposing 211. This puts DiFi on the opposite side from her

longtime media consultant, Bill Carrick, who is leading the charge for 211...

...In fact, there are a number of sources who think Carrick has a serious conflict of interest because he's not only the media consultant for YES on 211, but he's President Clinton's sr. advisor in Calif. Carrick told CALPEEK he doesn't see a conflict and he says that the White House knew in advance that he was the media consultant for 211. However, Carrick also said that when the White House asked for his advise on what position The President should take on 211, he recommended a neutral position. No conflict???

...FYI: The big battleground between the YES and NO side is now centered on an endorsement from the CA Public Employees Retirement System(CALPERS). Our sources think there are at least 8 votes against 211 out of 13 board members - but that doesn't necessarily guarantee a NO vote. The board could stay neutral. The board will vote on an endorsement position in September. Stay tuned...

PRESIDENTIAL POLITICS: SIMPLIFYING THE MESS.

Editor's note: Confused about all the polls and all the political spin about the just concluded RNC and Reform Party presidential conventions? Don't worry, you're not alone. To help sort out this confusion, here is CALPEEK's short spin & analysis...

...It's not really all that complicated when you think about it. Former Sen. Bob Dole(R) was in a world of hurt prior to the RNC presidential convention in San Diego. He was trailing President Bill Clinton(D) by 17-20 points in most nationwide opinion polls. But shortly before the convention, Dole made two(2) key decisions: 1) he vowed to cut taxes by 15% over 3 years and balance the budget by 2002; and 2) he swallowed hard and named former HUD Sec. Jack

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Kemp as his running mate. These two decisions, combined with star performances from Colin Powell and Elizabeth Dole and hardly any mention of a very conservative GOP platform, has cast Dole in a much more *moderate light* and thus has made him more acceptable and competitive...

...Why Kemp and not one of the no-name governors from the mid-west? Dole & Kemp have never liked each other. "A shaky marriage at best," is how one Calif Demo source described the Dole/Kemp relationship. But Kemp brings **unity** to the GOP base (that's critical) and he can sell Dole's tax cut plan better than Dole --- who until this *flip-flop*, has always been a deficit hawk. The downside on Kemp: he too has flip-flopped on keys issues (187 and affirmative action)...

...The jury is still out on whether voters are buying Dole's tax cut plan. Many voters are still uneasy about what former Pres. George Bush called *voodoo economics* (aka *supply side economics*). A CBS News poll (Aug. 12-13) asked the question about cutting taxes vs. cutting the deficit: 55% favored reducing the deficit, while 39% favored tax cuts, with 6% undecided...

...More on polls. Clinton's national lead was cut to single digits by Dole after the convention, but the newest ABC News tracking poll now shows a 12% spread. In Calif., a new Field Poll (Aug. 14-19) puts Clinton at 45%, Dole at 35%, Green Party candidate Ralph Nader at 3%, Reform Party candidate Ross Perot at 2%, with 15% undecided. Bottomline: Dole is stuck in most of the national polls at around 40% or just below when matched against Clinton...

...Will Kemp make a difference in Calif.? Kemp's Calif. links are solid, but voters cast ballots based upon the presidential candidate, **not** the running mate. Nevertheless, Dole's chief Calif. consultant, Ken Khachigian, must be thrilled to have Kemp on the ticket because he is an energetic campaigner who will force Clinton to spend more time here (less in other places) and he could make a difference in some close *down-ballot races*. Politically, Kemp is the **big winner** of the '96 RNC convention because he's now better positioned for 2000 if the GOP ticket falls short. The **big loser** at the RNC convention was --- you guessed it, Calif Gov. Pete Wilson. He got mashed and his political enemies are all smiles. Or as CDP political consultant Bob

Mulholland put it, "Wilson's in a ditch on the highway and no one is calling 911."...

...What about Perot? An ABC News poll places Perot at 10%, with Clinton at 49% and Dole at 37%. Perot consistently polls between 10-12%. If he continues to hold at this level, he'll damage Dole more than Clinton. But should Perot's numbers climb above 12%, he'll cut into Clinton's moderate Demo base. Stay tuned...

CAMPAIGN '96: U.S. HOUSE OF REPRESENTATIVES.

Editor's note: Here's another update on some key U.S. House races here in Calif...

☒ **46th CD** - This Orange Co. district now represented by U.S. Rep. Bob Dornan(R) has now popped up on the radar screens of Demo House Leader Dick Gephardt & DCCC Chair Martin Frost. This contest between Dornan and Demo businesswoman Loretta Sanchez has been on CALPEEK's *watch list* for some time, although our sources continue to rate Dornan as a favorite. But polling for Sanchez by Lake Research (Celinda Lake) July 14-16 among 405 likely voters, shows Dornan's reelect number at only 30%. There are some who think Dornan's credibility was badly damaged by his underdog presidential campaign. In a 1-on-1 survey: 39% Dornan vs. 25% for Sanchez and 36% are undecided. Before the RNC convention in San Diego, Pres. Clinton held a 46% to 37% lead over Bob Dole in the 46th CD. Sanchez has raised \$188,000 so far and has \$106,000 cash on hand in the last report. Dornan's c-o-h was \$16,000 --- but he's one of the better GOP fundraisers in the U.S. FYI: John Shallman is the daily mgr. for Sanchez and Bill Wachob of The Campaign Group will handle tv/media...

☒ **49th CD** - Demo challenger Peter Navarro has closed the gap to 9 pts. in his race to unseat freshman GOP U.S. Rep. Brian Bilbray of San Diego. A new poll for Navarro by Decision Research, Aug. 1-3, 400 likely voters, shows Bilbray holding a 43% to 34% lead, with 16% undecided and 9% for other candidates. Both Bilbray and Navarro have 91% name ID (very high indeed). Bilbray has been in local politics for years and Navarro has twice run unsuccessfully for local office --- the last time being in 1992, when he lost to Susan Golding for mayor. Navarro's campaign is also pleased with two other numbers: 1) Bilbray's reelect number was 35%; and 2) Pres. Clinton led Bob

Dole in the 49th CD by a 57% to 31% margin (with Ross Perot at 7% and 6% undecided) prior to the RNC convention. The Primacy Group is in charge of Navarro's campaign. FYI: the 49th CD race remains on CALPEEK's *War Zone* list...

☒ **10th CD** - Another *watch list* battle centers in Northern Calif.'s East Bay area where incumbent U.S. Rep. Bill Baker (R-Walnut Creek) faces the toughest battle of his career against well-funded Demo Ellen Tauscher of Pleasanton. She probably fits the district better than the much more conservative Baker, but registration still favors Baker --- 43.52% GOP vs. 41.13% Demo. Tauscher has just launched her first flight of tv spots attacking Baker's record on issues concerning children. The :30 sec. spot is called "Grade" and was produced by Joe Slade White & Co. of NY. It's running on 4 local Bay area channels + CNN, ESPN and other cable outlets. S.F.-based Staton, Hughes & Shafer are cmp. managers for Tauscher. Stay tuned...

TV CAMPAIGN '96 COALITION LAUNCHES DRIVE TO GET MORE ELECTION COVERAGE ON L.A. TV.

Editor's note: Undoubtedly you've heard this expression about local tv news: *if it bleeds, it leads*. And it's a well known fact local tv news directors would rather cover high speed freeway chases, crime or the latest O.J. rumor --- anything but politics and elections. Will local tv news change its tune in 1996? Here's our brief report & analysis...

...A coalition of community, business, labor, religious and civic organizations has formed TV Campaign '96 Coalition - a new group whose purpose is to urge local television stations in the L.A. media market to provide greater news coverage of State and local campaign issues & candidates. How much more coverage? From Labor Day to election eve, the newly formed group proposes that local tv news devote **10 minutes** of every **60 minute** news bloc to State & local political coverage...

...Is the coalition's request for a 10/60 formula too much to ask for? Considering that there are 3 statewide bond measures, 12 statewide initiatives, numerous OPEN and hotly contested legislative & congressional seats, plus the L.A. Co. DA's race and other local elections, the 10/60 formula seems just about right...

...At this point, the TV Campaign '96 Coalition is still in formation, but organizations who have signed on include: the L.A. Chamber of Commerce, the L.A. LWV, American Jewish Cmt., Coro So. Calif., Media Literacy & the Common Good, Nat'l Council of Jewish Women, Town Hall of Calif., SEIU 660, the Howard Jarvis Taxpayers Assn., Fairness & Accuracy In Reporting and CALPEEK. Rabbi Gary Greenebaum, former L.A. City police commissioner, is the coalition chair. Need to reach the coalition? ☎(213)655-7071. Or write TV Campaign '96 Coalition, P.O. Box 76900, Los Angeles, CA 90076. Stay tuned...

CALIF. INITIATIVE UPDATE: ODDS & ENDS OF NOTE.

Editor's note: Here are some brief update about the 12 initiatives on the Nov. 5th ballot...

◆ **Prop. 210 - Opponents** of Prop. 210, Calif.'s **minimum wage** initiative, have called upon Calif. labor unions to drop their support of Prop. 210, given the fact that on Aug. 20th President Bill Clinton signed federal legislation which will hike the minimum wage to \$4.75 an hour on Oct. 1 of this year and will hike the wage to \$5.15 on Sept. 1, 1997. The *Alliance To Protect Small Businesses & Jobs* says 210 is unnecessary and overkill in light of the new federal law. Under #210, CA's minimum wage would jump to \$5.00 per hour on Mar. 1, 1997 and on Mar. 1, 1998, it would climb to \$5.75 an hour...

◆ **Props. 214 & 216** - Assemblywoman Barbara Alby's bill to prevent HMOs from enforcing so-called gag orders to prevent doctors from discussing information relevant to a patient's health, has passed the Assembly on a 71-0 vote and is now headed for Gov. Wilson's desk. It's expected that Gov. Wilson will sign Alby's AB 3013. But the bigger question is what impact might AB 3013 have on Props. 214 & 216 --- the two health care initiatives on the Nov. 5th ballot? Both initiatives ban gag rules and this is one of their big selling points. There's no doubt about one thing: had it not been for 214/216, Alby's 3013 might never have won legislative approval --- so at the very least, 214 and 216 are already having an impact on Calif.'s health care industry...

CONNELL TO ADDRESS COMMONWEALTH CLUB.

CA Controller Kathleen Connell(D) will speak to members of the Commonwealth Club of CA, 11:45 a.m., Sept. 5, Sheraton Palace Hotel, S.F. For info & RSVPs ☎ (415)597-6705...

DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

■ **Calif. ☎ for Clinton & Dole** - Need to reach the presidential HQs in Calif. for Clinton/Gore '96 or the new Dole/Kemp operation in Sacto? Clinton/Gore '96 (213)951-1996; and Dole/Kemp (916)646-1996...

■ **Setencich Write-In Update** - GOP Assemblyman Brian Setencich of Fresno has finally begun to assemble a campaign team for his *uphill write-in campaign* to defeat Republican 30th AD primary winner Robert Prenter, a transplant from So. Calif. with links to the Calif. Indep. Business PAC. Setencich has hired Jim Alford as his key field organizer and Margaret Gladstein will handle mail. Both are Demo operatives. Mark Jackson (a GOPer) is expected aboard soon as daily mgr. and sources think another GOP firm may soon join the Setencich team. Consultant Joe Justin is in charge of Prenter's campaign...

■ **Mervyn Dymally for Water Board???** What on earth is Calif.'s former Lt. Governor and former congressman Mervyn Dymally(D) up to??? He's running for the West Basin Water Board in L.A. Co. against incumbent Larry Gallaher - a water expert & engineer. Why is he running? The answer doesn't seem to be "restarting" his political career...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: former West Hollywood mayor and councilwoman Helen Albert has died following a battle with cancer. R.I.P...

● Going out of business: The CA Water Resources Assn. in Sacto is dissolving and closing down as of Aug. 31st...

● L.A. City Clerk Elias Martinez, 58, has retired after spending 36 years on the city payroll. He has

been city clerk since 1983. Mayor Riordan has named J. Michael Carey as interim clerk...

● L.A.-based Kranz Scott Group, Inc. has been hired to do strategic communications work on behalf of L.A. Co. Bd. of Supes candidate Don Knabe...

● On the move: Orange Co.-based Wooldridge Pier-son has moved to 2311 Riverside Drive, Santa Ana, CA 92706. Same ☎ (714)480-6840 and FAX...

CALPEEK'S MARKETPLACE NETWORK

● **Los Angeles-based** public relations and strategic communications firm seeks Vice President with the following qualifications: public affairs/public policy background with issues management experience; strong strategic planning, project and staff management, verbal and written communications, media relations, and crisis management skills; articulate, quick and clear thinker under pressure. 10 years experience, some with a public relations or public affairs agency. Long-term future and growth opportunity; reports directly to agency partner. Send confidential resume and salary requirements to: Rogers & Associates, 1875 Century Park East, Ste. 300, Los Angeles, CA 90067, Attn.: Olivia. NO PHONE CALLS...

● **Executive Director** for a high-profile legal trade association in Sacramento. Strong leadership, fundraising, budget, and managerial skills essential. Political sophistication, strong speaking ability & willingness to travel necessary. Send to: ED Resume, 980 9th Street, #200, Sacramento, CA 95814...

● **Campaign coordinator/organizer** (grassroots) familiar with coordinating homeowners on land use projects, writing newsletters, arranging neighborhood and public meetings; knowledge of Santa Monica/West Los Angeles desirable. Full time assignment for approx. 3-6 months. Submit resume/proposal to: Kosmont & Assoc., Inc., 14724 Ventura Blvd., PH #2, Sherman Oaks, CA 91403. Or fax to (818)990-5859...

● **Cerrell Associates Inc.** seeks senior media person for fast paced political/public affairs work. Must have a minimum of 5 to 7 years experience dealing with political and non-political media, crisis management, media training. Will direct media activities interfacing with all the company's divisions. Strong local experience a must. Please fax resumes to Hal Dash at (213) 466-8653...

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